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BAIT AND SWITCH

“Bait and switch” is a common advertising scam. Popular products are advertised at great prices but when consumers respond to the ad, they are pressured into buying more expensive products. Bait and switch tactics are used in person, on the phone and over the Internet and not just for merchandise but also for financing, insurance and other services. Refuse to do business with anyone who tries this scam on you. Report the incident to the Attorney General’s Consumer Protection Unit toll free from anywhere in Delaware at 800-220-5424 and at 577-8600 in New Castle County. Please also report the incident to the Better Business Bureau at (302)230-0108.